INSTAGRAM: GETTING STARTED

Step-by-step guide to create your Instagram account

Go to **Instagram.com** or download the **Instagram app** and click **"Sign Up."**

Enter an email address that you would like your account to be tied to under **Mobile Number** or **Email**.

Enter the name of your school under **Full Name**.

Choose and enter a Username. If your school's name isn't available, try adding HISD into the name (e.g. HerreraHISD).

Choose and enter a **Password** that you don't mind sharing should others become involved in the school's social media in the future. Click **"Sign Up."**

Add a profile photo. You may want to use your school's logo or an image of your school's mascot.

Complete a biography. This should convey what programs are offered at your school, what makes it unique, and that the school is in HISD. Below that, add a link to your school's website.

You're almost ready to post!

On a mobile device, you want to make sure you're allowing Instagram to access your **photos**, **camera**, and **microphone**.

Instagram provides several options for posting via the **"+"** icon:

- An image or series of images in the feed under "post"

- Reels

- Stories

Take a look at examples of each on our main account **@houstontxisd**, and don't forget to follow so we can follow you back!

If you have a personal Instagram account, always check to see that you are posting from the right account.

INSTAGRAM TIPS

Tips for posting on Instagram

Remember that everything you post is public. If you don't want every single person in the world to see it, don't post it. Even if you delete a post, there's a chance someone could have a screenshot of it. You can edit posts after they have been published by clicking the three dots in the top right corner of the post and choosing **"Edit."**

Post regularly. Two to three posts per week is a good place to start. Share content that is school-related, educational, and relevant to your school community. Fun things, like field day, are also great to post. Celebrate and spotlight your students, faculty, and staff.

Post photo galleries. You have options, such as a photo carousel and a video slideshow, but the standard photo album or photo status will do.

Turn a photo gallery and/or video into a Reel. You have the option to combine your images and/or video clips into one video. You can even add music, filters, and graphics that are already built into the app. Have fun with it!

Avoid putting URLs in your posts. Instagram will not recognize them as links. Instead, direct followers to your link in bio or **HoustonISD.org.**

You can add links to stories. On your stories post, just swipe up, choose the **LINK** sticker, and add the URL.

Use tags and hashtags. Tag another account's Instagram handle to your post so they will see it. Use relevant hashtags such as #HISD to group your post with others using the same keywords.

Answer questions and engage your community. Followers sometimes will use Instagram as a way to ask questions or get information, and they appreciate timely responses. But most importantly, they are more willing to engage with your page if you engage them back by responding to comments and messages. That in turn will help your posts pop up on their feed more often.

Post when your audience is online. Many people check Instagram right when they wake up and while they're watching primetime TV.

Make sure your students' safety is a priority. Be sure all students in photos have signed media releases.

Ask for help if you need it. If you have general questions about social media, give the **HISD Communications Department** a call at **713-556-6066** and someone will assist you.